



north lake tahoe

Chamber | CVB | Resort Association

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MARKETING COMMITTEE MEETING MINUTES Tuesday, July 28, 2015 – 2 pm

Tahoe City Public Utility District

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: John Monson, Marguerite Sprague, Giles Priestland, Gregg Gibboney, Cadence Matijevich, Christine Horvath, Brett Williams

RESORT ASSOCIATION STAFF: JT Thompson, Anna Atwood, Jason Neary, Sandy Evans Hall, Greg Howey

OTHERS IN ATTENDANCE: None

I. MEETING OF THE MARKETING COMMITTEE

1.0 CALL TO ORDER – ESTABLISH QUORUM

1.1 The Marketing Committee meeting was called to order at 2:04 pm and a quorum was established.

2.0 PUBLIC FORUM

2.1 No public forum.

3.0 AGENDA AMENDMENTS AND APPROVAL

3.1 **M/S/C (Sprague/Williams) (6/0) to approve the agenda with the amendment of adding discussion on Vice Chair after item G.**

4.0 APPROVAL OF MARKETING MEETING MINUTES FROM JUNE 23, 2015

4.1 **M/S/C (Matijevich/Priestland) (6/0) to approve the Marketing Committee minutes from June 23, 2015.**

5.0 DEPARTMENTAL REPORTS

5.1 **Advertising** – This report is in the departmental section of the Marketing packet.

5.2 **Conference Sales** – Jason reported of Conference Sales Department met their revenue goal for last FY 14/15. He is currently working on the travel schedule for FY 15/16. Jason shared some of the upcoming shows they will be traveling to in August; Connect Marketplace, M&C Interact and ASAE. More details is in the departmental section of the Marketing packet.

5.3 **Leisure Sales** – JT reported that Sarah Winters from Squaw Valley/Alpine Meadows have accepted the position and will be starting on August 17, 2015.

5.4 **Special Projects** – JT shared Judy Laverty is out with a broken femur and he is working with Judy to develop an action plan. JT will hire a temporary person to help with Special Events.

5.5 **Web** – JT shared traffic on the new site is down but the average session of duration is up by 80%. He is still working with Red8 on metrics details, such as the lodging referral report.

5.6 **Social** – The Abbi Agency is not here today as they are out filming 4 videos highlighting Human Powered Sports and Food & Beverage in North Lake Tahoe. JT also reported of the Instagram take-over last weekend with Jordan Herschel. He posted pictures on our account and also on his own account. The Tahoe North Instagram account went from 8800 followers to 10,500 followers. More details on Social is located in the departmental section of the Marketing packet.

6.0 COMMITTEE MEMBER CARA WHITLEY RESIGNATION AND REPLACEMENT RECOMMENDATION AND PROCEDURE – JT THOMPSON

6.1 Cara Whitley with Squaw Valley has resigned and is no longer able to fulfill her obligations on our Marketing Committee. Staff has spoken to and recommends Christine Horvath, Director of Marketing at Squaw Valley/Alpine Meadows to replace her seat for the remainder of her term.

6.2 **M/S/C (Williams/Matijevich) (6/0) to elect Christine Horvath to replace Cara Whitley’s seat on the Marketing Committee.**

7.0 MARKETING MEETING TIMING DISCUSSION – JOHN MONSON

7.1 JT handed out the proposed Marketing meeting calendar for 2015/2016 and highlighted some important summer/winter strategy meetings with our advertising and PR agencies. He would like to conduct a PR Summit, twice a year. He stated December and July will be “dark”.

One committee member suggested moving up the summer/winter strategy meetings by a month or consider summer strategy in November and winter strategy in May. It was recommended that we get input from School of Thought on this calendar and come back next month with a more definitive calendar.

7.2 **M/S/C (Williams/Gibboney) (7/0) to approve December and July meetings being dark, but come back next month with a more definitive outline after discussion with School of Thought regarding winter/summer strategy meetings.**

Action to staff: Discussion with School of Thought regarding proposed Marketing Meeting Calendar and timing.

8.0 VICE CHAIR DISCUSSION – JOHN MONSON/JT THOMPSON

8.1 It was recommended that we elect a Vice Chair in case the Chair can’t make the meeting. Brett volunteered to be Vice Chair as he is it makes sense since he is the Board of Directors representative.

8.2 **M/S/C (Gibboney/Priestland) (7/0) to elect Brett Williams as Vice Chair for the remainder of 2015.**

9.0 DISCUSSION OF CURRENT FUNDING OF DESIGNATED MARKETING RESERVE TO A CASH MARKETING RESERVE – JT THOMPSON

9.1 It was requested in last month’s meeting that we discuss the current funding of designated marketing reserve to a cash marketing reserve in greater detail. JT shared historically the most that was ever pulled out of this account was \$42,000 in the last 15 years. Sandy shared that any reserve funds over the current 10% of total market budget threshold can be utilized for opportunities and/or emergencies with approval of the NLTRA Board, Marketing and Finance Committee approval, without repayment, as long as funding level does not fall below 10% threshold outlined above.

The committee recommended \$50,000 to put aside in a cash marketing reserve. It was recommended that the cash marketing reserve be utilized as a last resort and it should be pulled out of net asset reserve first. It was suggested that a policy and procedure be drafted up for review at next month’s meeting for how when this money is ever touched.

9.2 **M/S/C (Williams/Priestland) (6/0/1 – Matijevich abstained) to recommend for Board Approval \$50,000 to a cash marketing reserve with a policy and procedure document to be drafted for next month’s meeting and that this policy and procedure including the amount come back for review each year as part of the budget process.**

Action to staff: Draft a policy and procedure document for Cash Marketing reserve to be presented at next month’s meeting.

10.0 EVENT MARKETING DISUCSSION – JT THOMPSON

- 10.1 JT reported that Judy broke her femur and will be out for a while. In the meantime he is coming up with a 60-90 work plan to make sure all the upcoming events are covered. (Ironman, Spartan Race and Autumn Food & Wine). JT shared that the US Cycling event was initially a 2 year contract and he is in discussion with them regarding next year. There were many challenges with this event and he is not sure US Cycling wants to come back mostly due to California regulations and the cost. Jason Neary shared that from a room night stand-point Northstar California picked up the most rooms but information from the intercept study did show a lot of people drove up for the day, stayed in Reno or with friends. Jason shared it's important that we maintain our relationship with them for future events and maybe try to go after some of the other races like Mountain Biking.
- 10.2 The committee recommended we look at the ROI next month to make sure we make an informed decision on where we go with this event. It was also suggested that we look closely at how much of our budget we allocate towards one big event that could be contributed towards several events.

Action to staff: Get ROI on US Cycling to bring back to the committee next month.

11.0 UPDATE ON GOTAHOENORTH.COM ANALYTICS – JT THOMPSON

- 11.1 The web update was discussed under Departmental Reports. The only additional question from a committee was when we switch our website from summer to winter. JT shared it wouldn't take much to change out images and change it over.

12.0 COMMITTEE MEMBER COMMENTS

- 12.1 John shared some upcoming meetings:
- Truckee Chamber of Commerce, August 4th at 6 pm.
 - Truckee Tourism Committee, August 12th

13.0 STANDING REPORTS (posted on www.nltra.org)

- 13.1 The following reports were posted on www.nltra.org:

- **JULY MTRiP REPORT**
- **JULY LODGING REFERRAL REPORT**
- **CONFERENCE ACTIVITY REPORT**
- **GOGGLE ANALYTICS REPORTING**

14.0 ADJOURNMENT

- 14.1 The Marketing Committee meeting adjourned at 3.35 pm.

Submitted By:
Anna Atwood, Marketing Executive Assistant
North Lake Tahoe Chamber/CVB/Resort Association